

Ron Castaldo

Executive Creative Director. Brand Transformation. In-House Agency Leadership.

ron@roncastaldo.com
www.roncastaldo.com
[linkedin.com/in/castaldoron](https://www.linkedin.com/in/castaldoron)
[917.295.7215](tel:917.295.7215)

EXECUTIVE PROFILE

Enterprise creative executive with 25 years transforming brands, building high-performance in-house agencies and connecting creative strategy to business growth, customer experience, culture and operational efficiency. Held final creative authority at the largest home loan servicer in the U.S. with no creative leader above the role. Built the in-house creative department that replaced the outside agency roster: 15 full-time creatives producing 5,000-plus assets a year and eliminating more than \$12M in annual external spend.

Player-coach who aligns executive leadership and cross-functional teams, develops talent, removes silos and turns creative capability into a durable competitive advantage.

Executive Creative Leadership | Brand Strategy & Transformation | In-House Agency Development | Creative Operations
Team Building & Talent Development | Integrated Marketing | Customer Experience Performance Marketing Creative
Executive Communications | Content Strategy | Social | Video & Broadcast Experiential | Organizational Culture

PROFESSIONAL EXPERIENCE

NICE ITALIAN BOY

Founder and Executive Creative Director | February 2026 to Present | Dallas, TX

Founder-led brand and creative studio helping growing companies clarify positioning and access senior creative leadership without traditional agency overhead.

- Built the studio model end to end: positioning, service architecture, the Brand Foundations Workshop offer and a per-project specialist network.
- Developed the Triple Two brand platform, unifying five business verticals (motorsports, experiences, payments, apparel, foundation) under a single organizing idea, and built the live site now in client use.

MR. COOPER

Senior Vice President, Creative Director | May 2015 to January 2026 | Dallas, TX

Final creative authority for the enterprise, with no creative leader above the role. Directed creative across Mr. Cooper Group, Mr. Cooper, Xome, Rushmore, RightPath and white-label relationships including TD Bank and USAA.

- Led the internal and customer launch of the Mr. Cooper brand following its development by the incumbent agency, bringing the new identity to life across customer experience, marketing, communications, employee culture and physical environments.
- Built and scaled the in-house agency that replaced outside agency dependency: 15 full-time roles plus freelancers across strategy, design, copy, content, video, social, email development and project management. 5,000-plus assets annually, eliminating more than \$12M in annual external spend.
- Rebranded more than 10 US and global offices through coordinated weekend transformations aligning physical environments with the brand, values and employee experience.
- Directed creative and brand strategy as the business grew from roughly 1M to 7M customers and the stock increased 15x over the decade, culminating in the 2025 acquisition by Rocket Companies.
- Led the transition brand work combining the Mr. Cooper and Rocket Companies brands to signal the change to customers.
- Directed creative strategy and production for performance marketing, supporting an industry-leading customer recapture rate.
- Used an in-house customer research panel to improve high-stress communications involving mortgage transfers, escrow and onboarding, reducing confusion, complaints and call-center demand.
- Created executive communication platforms including a biweekly CEO video series and COOPERCON, a quarterly company-wide live broadcast. Culture-building creative supported six consecutive Great Place to Work certifications.
- Twelve industry awards for creative and communications excellence.

INDEPENDENT CONSULTANT

Creative Director | July 2014 to May 2015 | New York, NY

Senior creative leadership and campaigns for BMW, Hershey's and GSK through Arnold Worldwide and Javelin.

RUCAS

Co-Founder and Creative Director | September 2007 to December 2014 | New York, NY

Boutique creative venture run with a partner, concurrent with agency roles, for client and category variety.

- Brand and campaign work for Zespri, City Harvest, USA Network, Yapital, Roundup, RUB BBQ and Check That VIN.
- Served as the external creative department for Bulldog New York. RUCAS creative won the Yapital account, which led to the in-house Executive Creative Director role a year later.

BULLDOG NEW YORK

Executive Creative Director | November 2012 to July 2014 | New York, NY

Built and led the internal creative department for German fintech challenger Yapital, the agency's flagship global client.

- Developed the Yapital global brand platform and directed integrated marketing, website content, how-to video and sales materials.
- Hired three full-time creatives and directed two account staff plus freelance art and production, functioning as the client's full creative department.

RAPP WORLDWIDE

Associate Creative Director | July 2012 to November 2012 | Dallas, TX

Rebranded Folds of Honor, expanding national visibility and partnerships. Led the creative pitch that secured Gold's Gym. Tenure ended when the agency lost the accounts the role was created to lead.

TBWA/CHIAT/DAY

Associate Creative Director | June 2011 to July 2012 | New York, NY

Returned to the agency to develop integrated campaigns for global and challenger brands including Johnson & Johnson, Nicoderm CQ and Nicorette.

ROSETTA

Associate Creative Director | May 2010 to June 2011 | New York, NY

Led digital creative and website redesigns across multiple Wyndham Hotel Group brands.

TBWA/CHIAT/DAY

Associate Creative Director | May 2008 to May 2010 | New York, NY

Developed integrated campaigns for global and challenger brands including Michelin, the Ad Council, Sonosite, Cablevision, NuvaRing, Majestic Steel and Alexian Brothers. Earned Kelly Award and Ad Council recognition for the anti-steroid campaign Don't Be an Asterisk.

FCB GLOBAL

Associate Creative Director | May 2000 to May 2008 | New York, NY

Multi-channel campaigns for AT&T, Chase, JPMorgan, MetLife, Motorola, Nokia, Qwest, Gerber, Jamaica Tourism, the International Rescue Committee and City Harvest.

AWARDS

ADDY (Dallas): Gold, Silver, Bronze. Kelly Award. Ad Council Silver Bell. Hermes Creative Awards: Platinum (2), Gold (2). dotCOMM Awards: Platinum, Gold (3).

Recognized work includes Feeding America, the Home Matters and Cash Out video programs, Fly the Coop, Folds of Honor rebrand and Don't Be an Asterisk.

EDUCATION

Bachelor of Fine Arts, Advertising | Fashion Institute of Technology